

AMENDMENTS**In the Specification**

Please amend the specification as follows:

- 5 Substitute the paragraph starting at page 12, line 7, with the following:

Implementation of the customer loyalty page system described herein provides additional incentives for a printing device user to replace replaceable components with original equipment replaceable components. In this way, the manufacturer of the printing device is provided with an ~~addition~~ additional way
10 in which to retain loyal customers.